



Foreign Agricultural Service

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Colombia

Market Development Reports

Alimentec 2001 Food Show

2001

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Report Highlights:

U.S. food companies show their wares in Bogota, Colombia, at the Alimentec 2001 food show.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Bogota [CO1], CO

The Alimentec 2001 food show was held in Bogota May 15-19, 2001 at the exhibition center of Corferias, the show organizer. Eight U.S. companies traveled to Bogota to participate in the event, which was the first major food show held in Colombia in the past three years. The Ag Office worked with the show organizer to design a U.S. pavilion for U.S. companies participating in the show and publicized extensively the U.S. companies and the products they intended to exhibit among Colombian food importers, supermarkets, and food service companies.

Over 13,500 trade visitors attended the show during the five-day show period. Participating companies introduced 128 new products to the Colombian market and reported on-site sales of \$540,000. Sales resulting for the show over the next 12-month period are estimated at \$2.5 million. But, more importantly, three companies reported success in their primary objective for the show, which was locating an importer/distributor for their products in Colombia. All participating companies reported that they were pleased with the results from the show and felt it was a valuable tool for facilitating their entry into the Colombian market.

The Agricultural Affairs office in Bogota focused considerable effort on recruitment for the show, since it is the only venue of this type for new companies to gain major exposure in the Colombian market. Recruitment was a joint effort by the Trade Show Office in the AgExport Services Division of FAS, as well as the Department of Agriculture of the State of Oklahoma. This coordinated effort was key to attracting companies to the show with products appropriate for the Colombian market.